

Abstract

It is an object of the present invention to provide an electronic apparatus having an image pick-up unit capable of realizing a flash function without mounting new parts and an imaging method using the electronic apparatus. When an imaging operation is started, a screen exclusive for a flash is displayed in a backside display part (109) in a luminance level of luminance 1. Under this state, a preview operation is carried out for continuously displaying image data from a backside image pick-up part (111) in a display part (108). During the preview operation, when a shutter key (116) is pressed down, the display luminance of the backside display part (109) is set to a luminance 2 brighter than the luminance 1 to perform a flash operation. The image of an object to be imaged is picked up by the backside image pick-up part (111) to the timing of the flash operation. The image data of the object to be imaged whose image is picked up is captured from the backside image pick-up part (111) and stored in a memory. After the image data is captured, the display luminance of the backside display part (109) is returned from the luminance 2 to the luminance 1 to finish the flash operation.